Central Texas Technology Solutions
### Your Business Partner

Protect Your Business From A Cyberattack!

Just within the past year, cyber attacks have become a scary reality for practically every individual and organization. No matter who the individual victim is, or the size of the business, the looming threat of hackers on a mission to steal information is real. And, as the frequency of cyber attacks and data breaches grows, the failure to have a plan of counterattack for your company is no longer an option. Instead, businesses must be prepared and responsible when it comes to protecting themselves from hackers.

Please find the insert, "12 Ways To Protect Your Business From A Cyber Attack!" inside. We've created a checklist for you to review and evaluate what risks your company may have.

If you would like to go over the checklist, please call us at (512) 388-5559 to schedule an appointment.
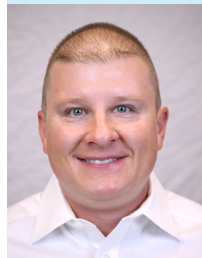
This monthly publication provided courtesy of Josh Wilmoth, CEO of CTTS, Inc.

"As a business owner, you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!"

How The Cloud Could Have Averted Disaster For Hundreds Of Companies Affected By These Catastrophes

Two months after hurricanes Harvey and Irma wreaked havoc on coastal cities, large swaths of the United States are still reeling from their impact. In their wake, the nation has been moved as we witness numerous communities unite to rebuild, finding their bearings among the millions of dollars of flooding damage and rampant destruction. Though the wonderful people of these cities will persevere, these wounds will leave indelible scars on the affected areas.

Even with the concerted efforts of thousands of volunteers and community members alike, Russel Honore — the former Joint Task Force Katrina commander — told the FOX Business Network that an estimated "40% of small businesses don't survive" widespread natural disasters like hurricanes. Part of this is due to raw damage, lack of proper insurance or business infrastructure simply being washed away in the flood. Other businesses can't afford to hemorrhage money as they wait for the electricity grid to come back online, and are forced to shutter operations for good.

However, what is even more commonly fatal to companies both big and small is the loss of vital data. Many businesses can handle cleaning up flood damage, and they regain their footing quickly after a natural disaster. Still, if on-

site servers, computers or network infrastructure soaks up the brunt of the water, then it's going to be difficult, if not impossible, to get the company back to a pre-disaster point. If a company's main server fails, it can mean thousands of hours of hard work down the drain, the loss of most clientele and hundreds of hours of downtime spent desperately trying to recover key data, which usually remains lost forever.

But if, prior to catastrophe, a business has migrated their precious data to the cloud, they're going to have a much easier time getting back on their feet and going straight to work. Even if an entire business is leveled, with cloud computing, employees can easily access the data central to the company's operation and keep it afloat in the interim.

> **"The cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options."**

Most cloud services back up your data with several levels of redundancy, making it almost impossible to lose it all, regardless of what may come. Whether it's earthquakes, hurricanes or solar flares, you can rest easy knowing that your data is safe and sound and ready for you to access it. It's a much safer, more secure way to go than having a

server lurking in your back office, where it's far more exposed than you might think.

This principle applies not only to environmental disasters, but to numerous other ways companies lose data each and every day. Whether it's a disgruntled employee damaging or stealing precious data, or a hacker snaking their way deep into your systems and holding them for ransom, it's all too easy to lose localized data. Some business owners feel uncomfortable holding their data off-site, citing security concerns, but it's quite the opposite: the cloud sidesteps these concerns almost entirely, guarding your data behind highly secure cloud-based computing solutions and providing you with numerous backup options. Not to mention, according to a 2012 Alert Logic report, "on-premises environment users actually suffer more incidents" than those that use the cloud, and also suffer "significantly more brute force attacks compared to their counterparts."
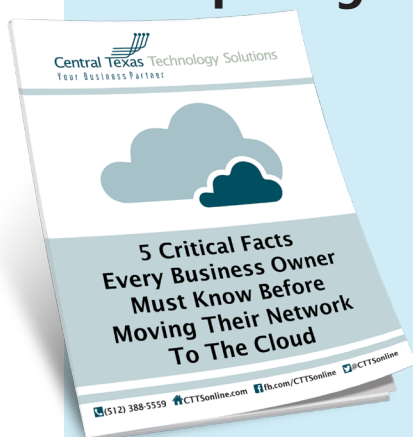
While it's true that not every business is right for the cloud, it's certainly something business owners should look into if they want to ensure the longevity of their company. If you're interested, sign up to get our free cloud computing report.

12 Ways To Protect Your Business From A
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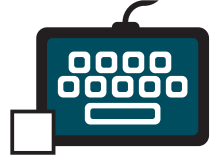
Security Assessment

It's important to establish a baseline and close existing vulnerabilities.
When was your last assessment?

Date: _____

Spam Email

Secure your email. Most attacks originate in your email. We'll help you choose a service designed to reduce spam and your exposure to attacks on your staff via email.

Passwords

Apply security policies on your network. Examples: Deny or limit USB file storage access, enable enhanced password policies, set user screen timeouts, and limit user access.

Security Awareness

Train your users - often! Teach them about data security, email attacks, and your policies and procedures. We offer a web-based training solution and "done for you" security policies.
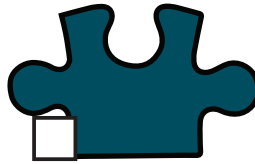
Technology Policies

Every business should maintain certain policies with regard to the use and security of its computer systems, networks, and information resources.

Advanced Endpoint Security

Protect your computers and data from malware, viruses, and cyber attacks with advanced endpoint security. Today's latest technology (which replaces your outdated anti-virus solution) protects against file-less and script based threats and can even rollback a ransomware attack.

Multi-Factor Authentication

Utilize Multi-Factor Authentication whenever you can including on your network, banking websites, and even social media. It adds an additional layer of protection to ensure that even if your password does get stolen, your data stays protected.

Computer Updates

Keep Microsoft, Adobe and Java products updated for better security. We provide a "critical update" service via automation to protect your computers from the latest known attacks.
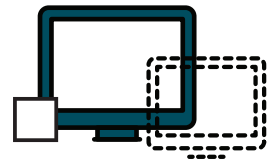
Dark Web Research

Knowing in real-time what passwords and accounts have been posted on the Dark Web will allow you to be proactive in preventing a data breach. We scan the Dark Web and take action to protect your business from stolen credentials that have been posted for sale.
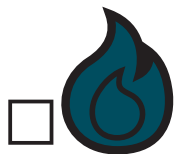
Firewall

Turn on Intrusion Detection and Intrusion Prevention features. Send the log files to a managed SIEM. And if your IT team doesn't know what these things are, call us today!

Encryption

Whenever possible, the goal is to encrypt files at rest, in motion (think email) and especially on mobile devices.

Backup

Backup local. Backup to the cloud. Have an offline backup for each month of the year. Test your backups often. And if you aren't convinced your backups are working properly, call us ASAP.

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Google to Show Warning on Web Forms Without HTTPS

For years, Google has been actively seeking ways to encourage website owners to implement SSL certificates. SSL allows websites to be accessed over HTTPS, which encrypts information sent between the visitor and web server. Websites using SSL continue to get an SEO boost since it became a confirmed ranking signal in 2014. In just over a month, Chrome version 62 will be released, and websites with any kind of text input will require an SSL certificate if they want to avoid a "Not Secure" warning in the address bar. Users, as we know, often don't notice the "Not Secure" warnings. The onus is on service providers and website owners to protect their users from unknowingly sending sensitive information to their servers, and Google is taking on the role of policing this.

Is Your Site Affected?

Here are a few questions to ask yourself:

1. Does your site take any text input? This includes contact forms, search bars, login panels, etc.
2. Is your website using HTTP:// in the address bar?

If you answered "yes" to both of those questions, you need to implement SSL to avoid showing a "Not Secure" warning in visitor's browsers. You should also be forcing HTTPS on your site to avoid having users accidentally access the non-encrypted version of your site.

Call us today to see if your website could be affected by this change:
(512) 388-5559

Disrupt Yourself: Being The Game Changer

Change is a constant. Ho-hum, right? Everybody knows that. But, if you really do expect change, what are you actually going to do about it? If you're committed to making your best even better, you won't just react to change. You'll create it.

In my book The Potential Principle, I encourage readers who want to reach their best to focus on four areas of the Potential Matrix: the performing quadrant, the learning quadrant, the thinking quadrant, and the reflecting quadrant. But there's one tool that you can use in all of these areas at once to create breakthrough improvement and move closer toward realizing your full potential. The first tool is to disrupt yourself before someone or something else does it for you.

If change hits you from some outside source — say, a disruptive technology, company or nation — you'll find yourself scrambling to adapt. You'll struggle to catch up rather than strive to stay ahead. But what if you're the one bringing the change? What if you're the one driving innovation? That makes you the game changer!

Think about the habits, practices and routines in your life that need to be shaken up a bit. It's human nature to become complacent and keep doing things the way you've always done them. But people who are dedicated to self-improvement unsettle complacency, combat mediocrity and challenge the status quo, both in themselves and in those around them. They keep growing, and they keep the people in their families and companies growing as well.

Are you doing things that used to succeed but no longer work as well, if at all? Are you spending valuable time on unproductive activities when that time could be better invested elsewhere? What is the ratio between your "daydreaming" and your "daily doing?" You can plan and prepare too much if it prevents you from taking action. And sometimes, it's good to recognize that a daydream is really just a fantasy, and you'd be better off focusing your energy on more important goals.

Maybe you're spinning your wheels in unhealthy relationships. This can be the hardest area of your life to disrupt. But if someone is influencing you negatively, you might need to change, limit or end your relationship with them.

Disrupting yourself will make you stronger. The path to progress and success isn't a leisurely walk through the countryside. It's a rocky, steep path of resistance — and resistance develops muscle. Breaking up patterns and unsettling stable but humdrum practices can result in new enthusiasm, energy and opportunities.

If you want to be the best you can be, don't let someone or something else change your game. Be proactive and disrupt the things that need to change in your life yourself.

Mark Sanborn, CSP, CPAE, is the president of Sanborn & Associates, Inc., an "idea studio" that seeks to motivate and develop leaders in and outside of business. He's the bestselling author of books like Fred Factor and The Potential Principle and a noted expert on leadership, team building, customer service and company change. He holds the Certified Speaking Professional designation from the National Speakers Association and is a member of the Speaker Hall of Fame. Check out any of his excellent books, his video series, "Team Building: How to Motivate and Manage People" or his website, marksanborn.com, to learn more.

■ Here's A Perfectly Legal Way To Save A Bundle Of Money On Taxes, Computer Hardware And Support … But You Have To Act FAST!

When you're running a small business, you need to stay abreast of every possible money-saving strategy. That's why, this year, you should look into the Section 179 Deduction small-business tax incentive.

Section 179 allows a business to write off an entire equipment purchase for the year it is purchased, rather than writing a portion off for the next few years. According to the website for the deduction, "all businesses that purchase, finance and/or lease less than $2 million in new or used business equipment during tax year 2017 should qualify" for the deduction. The only stipulation is that the equipment purchased must be "placed into

service in the same tax year that the deduction is being taken." This has the potential to save small businesses thousands of dollars. Just make sure that the equipment is both purchased and put into service by the end of this year, December 31, 2017! Learn more at *Section179.org.*

■ 3 Ways Technology Can Increase Your Home's Value AND Save You Cash at the Same Time

Implementing tech upgrades into your home — taking one more step toward the coveted "smart home" — can be a good time, but beyond that, it'll save you precious time and money every day. With smart lighting, you'll never accidentally leave a light on again, which will save you a lot more than you might think over time. If you

have a smart thermostat, you'll have that much more control over the temperature of your home, easily making adjustments with the touch of a button and reducing heating and cooling bills. Not only that, but more permanent installations like solar panels can drastically increase the value of your home while reducing your carbon footprint and your utility bill at the same time. Smart homes may seem like a luxury, but in fact, they're a lot more cost-effective than they appear. Check it out at inc.com. *inc.com 8/21/17*

"As soon as I text, IM, tweet, and update my status to 'getting right down to it,' I'll get right down to it."

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